

DUNKIN' DONUTS ADVERTISING EXPENDITURES

Source: Audits of Franchise Owners' Advertising and Sales Promotion Fund
(since 1971)

<u>Year</u>	<u>Direct Fund</u> <u>(Franchisees)</u>	<u>National Ad Fund</u>
1971-1989 FY Nov. 1-Oct. 31		
1971	\$ 913,605.	-
1972	\$ 1,239,600.	-
1973	\$ 1,537,500.	-
1974	\$ 1,555,500.	-
1975	\$ 1,913,900.	-
1976	\$ 2,318,000.	-
1977	\$ 3,148,200.	-
1978	\$ 2,979,500.	\$ 1,283,800.
1979	\$ 3,852,300.	\$ 2,930,900.
1980	\$ 4,100,300.	\$ 2,731,500.
1981	\$ 5,246,200.	\$ 3,680,300.
1982	\$ 6,671,800.	\$ 8,112,800.
1983	\$ 9,985,400.	\$ 9,190,400.
1984	\$ 11,313,800.	\$ 7,806,000.
1985	\$ 13,924,500.	\$ 7,010,600.
1986	\$ 19,137,200.	\$ 5,392,300.
1987	\$ 23,457,900.	\$ 3,375,400.
1988	\$ 26,694,400.	\$ 3,656,700.
1989	\$ 24,731,200.	\$ 6,005,700.
1990 - 16 mos. (Oct. 28, 1989 - Feb. 23, 1991)	\$ 34,671,100.	\$ 8,990,900.

EXHIBIT B

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(since 1971)

1991 (Feb. 24, 1991 - Feb. 29, 1992)	\$ 28,007,700.	\$ 6,988,100.
1993	\$ 34,447,200.	\$ 10,203,000.
1994	\$ 39,091,900.	\$ 6,730,800.
1995 - 18 mos. (Feb. 27, 1994 - Aug. 26, 1995)	\$ 70,249,600	\$ 16,450,200
1996	\$ 48,781,865	\$ 7,114,017
1997	\$ 60,623,402	\$ 13,600,318
1998	\$ 67,519,361	\$ 14,764,528
1999	\$ 72,019,035	\$ 13,981,813
2000	\$ 78,315,903	\$ 15,221,716
<hr/> TOTAL:	<hr/> \$ 698,447,871	<hr/> \$ 175,221,716

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